Digital Marketing

Comprehensive framework for strategy, content, and measurement

Introduction

Digital marketing integrates strategy, content, paid media, and analytics to drive growth and engagement.

Focus on *customer-centric planning* and continuous optimization to deliver measurable business outcomes.

01

Strategy & Planning

Market Research

Analyze market size, competitor positioning, and demand trends.

Use **quantitative data** and qualitative insights to identify opportunities and risks for targeting and messaging.

Customer Personas

Build personas with demographics, behaviors, pain points, and buying triggers.

Align product value with persona needs to inform *segmentation* and personalization strategies.

Goal Setting

Define SMART objectives: awareness, acquisition, retention, revenue.

Prioritize KPIs and timelines; link each goal to **measurable metrics** and ownership.

02

Content Marketing

Content Strategy

Map content to the customer journey with formats and channels.

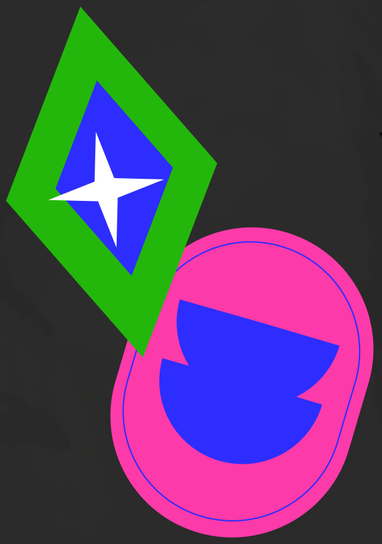
Establish themes, distribution plans, and governance to ensure consistent brand voice and ROI-driven content.

Editorial Calendar

Schedule topics, owners, formats, and publishing dates.

Maintain cadence, cross-channel coordination, and a review process to optimize workflow and content performance.

SEO Copywriting

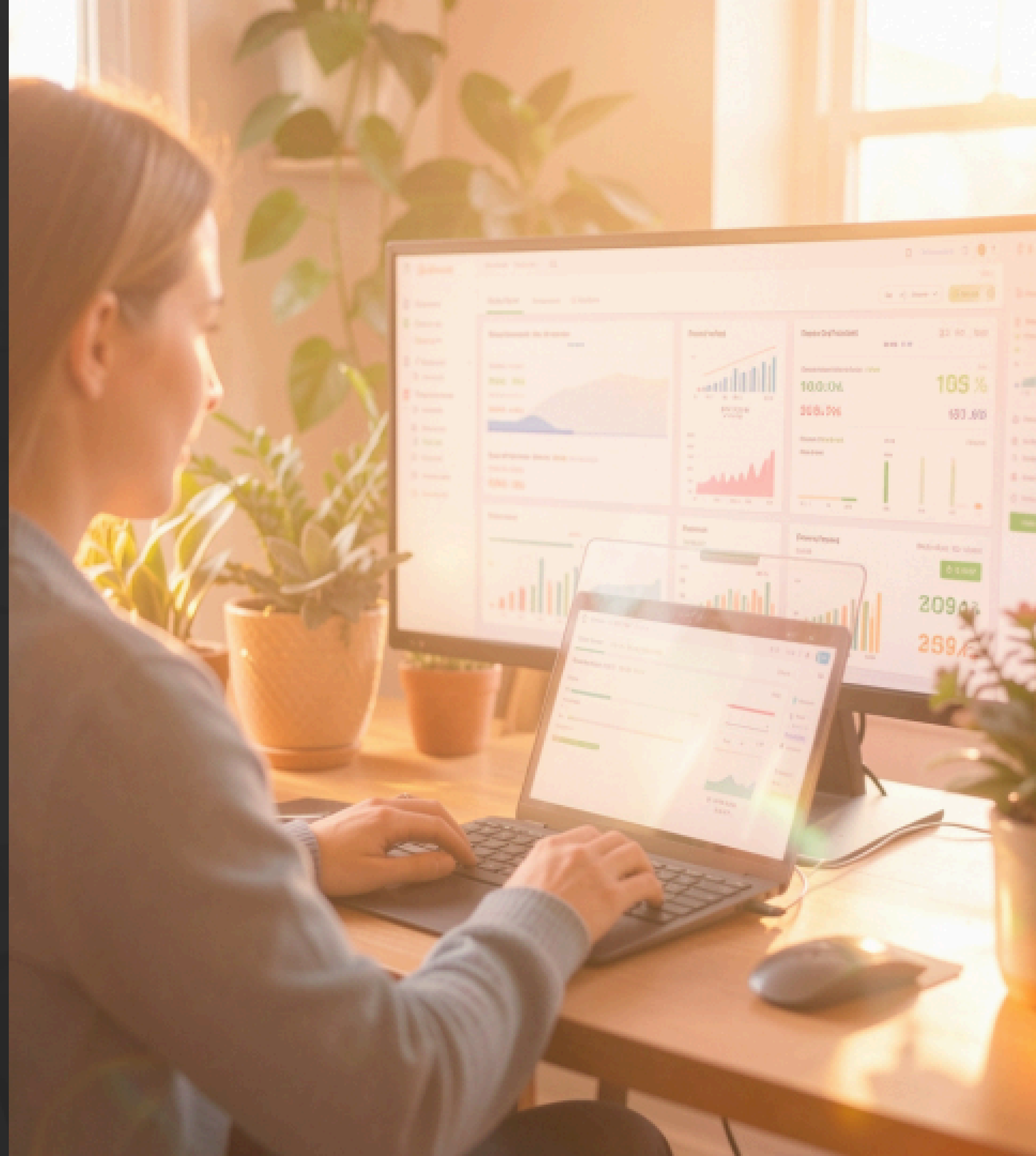


Optimize content for *user intent* and search visibility using keyword mapping and structured headings.

Write clear, scannable copy with metadata, internal links, and **on-page optimization** to improve organic rankings and click-through rates.

02

Paid Advertising

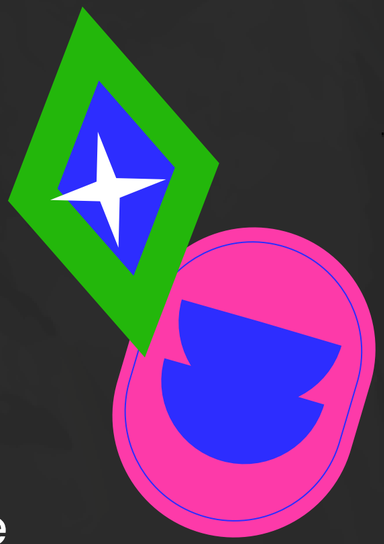


Campaign Structure

Organize campaigns by objective, funnel stage, and audience segments for clarity and scalable management.

Define ad groups, creatives, and bidding strategies to align with performance goals and reporting needs.

Budget Allocation



Allocate budget across channels based on ROI, reach, and stage of the funnel.

Use a mix of evergreen and experimental spend, with regular rebalancing to maximize **cost-per-acquisition** efficiency.

Ad Creative & Targeting

Develop concise, benefit-focused creatives tailored to audience segments and placements.

Combine demographic, behavioral, and intent signals with creative testing to improve relevance and

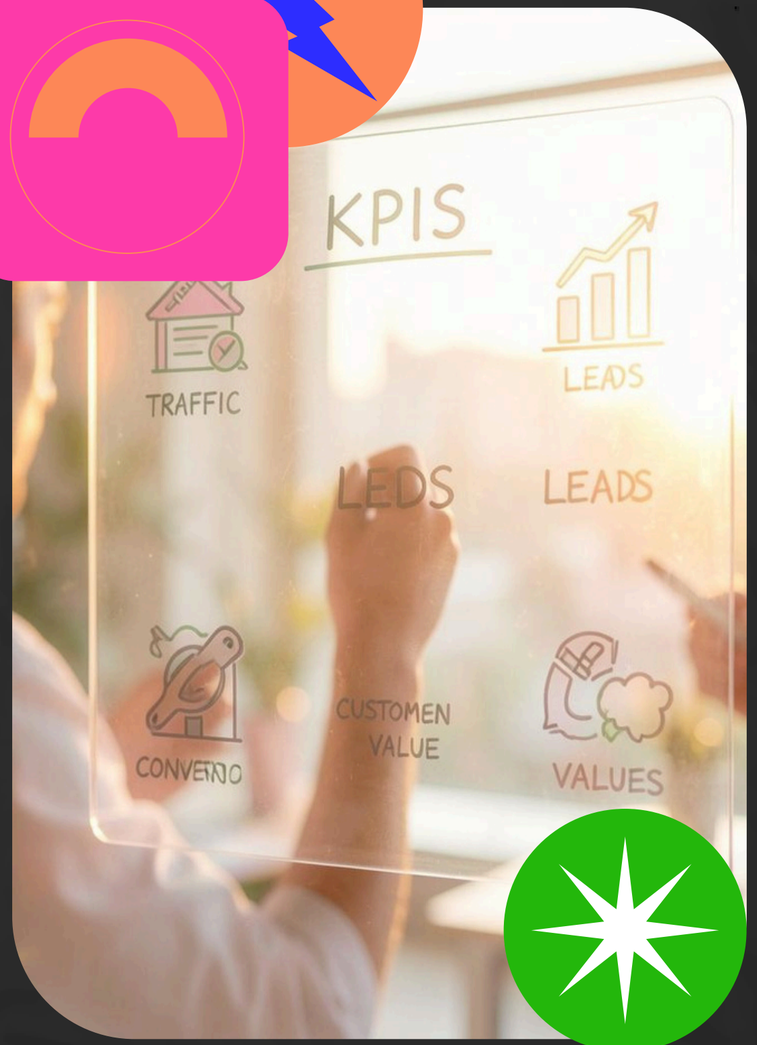
03

Analytics & Optimization

KPI Definition

Select KPIs tied to business outcomes: traffic, leads, conversion rate, and customer lifetime value.

Prioritize a small set of **actionable metrics** with clear reporting cadence and owner responsibility.

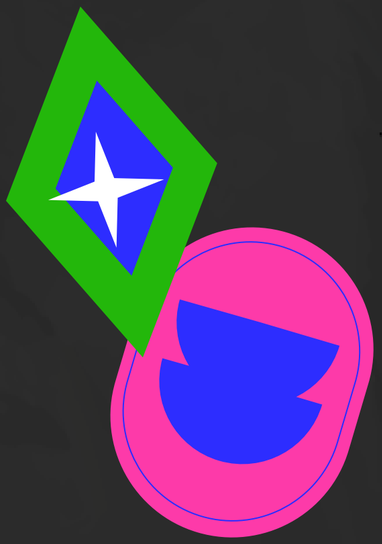


Conversion Tracking

Implement end-to-end tracking across channels and devices using reliable attribution models and event tagging.

Ensure data quality and governance to maintain accurate measurement of campaigns and user journeys.

A/B Testing



Run controlled experiments on creatives, landing pages, and CTAs to identify improvements.

Adopt a hypothesis-driven approach and iterate based on statistical significance and practical impact.

Conclusions

Summarize strategy, content, paid media, and analytics into an integrated roadmap with defined owners and timelines.

Focus on *continuous optimization*, measurable KPIs, and cross-functional coordination to drive sustainable digital growth.

Thanks!

Do you have any questions?

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